

### AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A system comprising:

a user computer, coupled to a bi-directional communication data network, to display a user interface usable to enter a plurality of user preferences and transmit said plurality of user preferences to the bi-directional communication data network; and

a server coupled to the data network to receive said plurality of user preferences from said user computer and to generate non-broadcast content based on said plurality of user preferences; and

a broadcast-based client-side device, coupled to a uni-directional communication data the network, to receive broadcast programming content from a broadcast source via the uni-directional communication data network, and to receive said non-broadcast content from said server via the bi-directional communication network, said broadcast-based client-side device to display said non-broadcast content and said broadcast programming content on a display of said broadcast-based client-side device, and wherein said non-broadcast content is displayed in accordance with said plurality of user preferences and includes overlay data to display one or more overlays on said display in conjunction with said broadcast programming content, said one or more overlays selected by a user from a list of overlays prior to being displayed in conjunction with said broadcast programming content.

2. (Currently Amended) The system of claim 1, wherein said bi-directional communication data network is the Internet, said broadcast source is a television programming source, and said broadcast-based client-side device includes a set top box that is coupled to the Internet and to said broadcast source

3. (Original) The system of claim 1, wherein said user interface is used to access a user account prior to entering said plurality of user preferences, said user account to be used to associate said plurality of user preferences with a particular user.

4. (Original) The system of claim 3, wherein said plurality of user preferences relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

5. (Original) The system of claim 3, wherein said user interface is to include a plurality of hyperlinks usable to access a plurality of submenus, said submenus usable to enter said plurality of user preferences.

6. (Original) The system of claim 5, wherein said plurality of submenus relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

7. (Original) The system of claim 3, wherein said user interface includes one or more drop down menus usable to enter said plurality of user preferences.

8. (Original) The system of claim 1, wherein said user interface is populated with server data from said server over said data network, said server data relating to said plurality of user preferences.

9. (Original) The system of claim 8, wherein said server is further to:  
generate said non-broadcast content using said plurality of user preferences entered using said user interface;

receive a request from said broadcast-based client-side device; and

transmit said non-broadcast content to said broadcast-based client-side device in response to said request.

10. (Cancelled)

11. (Currently Amended) A method comprising:

entering a plurality of user preferences using a user interface displayed on a user computer that is coupled to a bi-directional communication data network;

transmitting the plurality of user preferences to the bi-directional communication data network using the user interface displayed on the user computer;

receiving, by a server coupled to the data network, said plurality of user preferences from said user computer;

generating, by said server, non-broadcast content based on said plurality of user preferences;

receiving, by a broadcast-based client-side device coupled to a uni-directional communication the data network and the bi-directional communication data network, broadcast programming content from a broadcast source via the uni-directional communication data network and said non-broadcast content from said server via the bi-directional communication data network;

displaying, by said broadcast-based client-side device, said non-broadcast content and said broadcast programming content on a display of said broadcast-based client-side device, and wherein said non-broadcast content is displayed in accordance with said plurality of user preferences and includes overlay data for displaying one or more overlays on said display in conjunction with said broadcast programming content, said one or more overlays selected by a user from a list of overlays prior to being displayed in conjunction with said broadcast programming content.

12. (Currently Amended) The method of claim 11, wherein ~~said receiving by the broadcast-based client-side device comprises receiving, by the broadcast-based client-side device coupled to the data network, broadcast programming content from the broadcast source and said~~

~~non-broadcast content from said server, where said~~ bi-directional data network is the Internet, said broadcast source is a television programming source, and said broadcast-based client-side device includes a set top box that is coupled to the Internet and to said broadcast source.

13. (Original) The method of claim 11, further comprising accessing, using said user interface, a user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with a particular user.

14. (Original) The method of claim 13, wherein said accessing comprises accessing, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said plurality of user preferences relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

15. (Original) The method of claim 13, wherein said accessing comprises accessing, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes a plurality of hyperlinks usable to access a plurality of submenus, said submenus usable to enter said plurality of user preferences.

16. (Original) The method of claim 15, wherein said accessing comprises accessing, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes a plurality of hyperlinks usable to access a plurality of submenus that relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

17. (Original) The method of claim 13, wherein said accessing comprises

accessing, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes one or more drop down menus usable to enter said plurality of user preferences.

18. (Original) The method of claim 11, further comprising populating said user interface with server data from said server over said data network, said server data to relate to said plurality of user preferences.

19. (Original) The method of claim 18, further comprising:  
generating said non-broadcast content using said plurality of user preferences entered using said user interface;  
receiving a request from said broadcast-based client-side device; and  
transmitting said non-broadcast content to said broadcast-based client-side device in response to said request.

20. (Cancelled)

21. (Currently Amended) A computer program product comprising:  
a computer usable medium having computer program code embodied therein to display information, the computer program product having:

computer readable program code to enter a plurality of user preferences using a user interface displayed on a user computer that is coupled to a bi-directional communication data network;

computer readable program code to transmit the plurality of user preferences to the bi-directional communication data network using the user interface displayed on the user computer;

computer readable program code to receive, by a server coupled to the bi-directional communication data network, said plurality of user preferences from said user computer;

computer readable program code to generate, by said server, non-broadcast content based on said plurality of user preferences;

computer readable program code to receive, by a broadcast-based client-side device coupled to a uni-directional communication the data network and the bi-directional communication data network, broadcast programming content from a broadcast source via the uni-directional communication data network and said non-broadcast content from said server via the bi-directional communication data network;

computer readable program code to display, by said broadcast-based client-side device, said non-broadcast content and said broadcast programming content on a display of said broadcast-based client-side device, and wherein said non-broadcast content is displayed in accordance with said plurality of user preferences and includes overlay data for displaying one or more overlays on said display in conjunction with said broadcast programming content, said one or more overlays selected by a user from a list of overlays prior to being displayed in conjunction with said broadcast programming content.

22. (Currently Amended) The computer program product of claim 21, wherein ~~said computer readable program code to receive by the broadcast-based client-side device comprises computer readable program code to receive, by the broadcast-based client-side device coupled to the data network, broadcast programming content from the broadcast source and said non-broadcast content from said server, where~~ said bi-directional communication data network is the Internet, said broadcast source is a television programming source, and said broadcast-based client-side device includes a set top box that is coupled to the Internet and to said broadcast source.

23. (Original) The computer program product of claim 21, further comprising computer readable program code to access, using said user interface, a user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with a particular user.

24. (Original) The computer program product of claim 23, wherein said computer readable program code to access comprises computer readable program code to access, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said plurality of user preferences relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

25. (Original) The computer program product of claim 23, wherein said computer readable program code to access comprises computer readable program code to access, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes a plurality of hyperlinks usable to access a plurality of submenus, said submenus usable to enter said plurality of user preferences.

26. (Original) The computer program product of claim 25, wherein said computer readable program code to access comprises computer readable program code to access, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes a plurality of hyperlinks usable to access a plurality of submenus that relate to one or more of games, personals, fantasy sports, movie content, music content, video on demand, content overlays, auctions and photos.

27. (Original) The computer program product of claim 23, wherein said

computer readable program code to access comprises computer readable program code to access, using said user interface, the user account prior to said entering the plurality of user preferences, said user account to be used to associate said plurality of user preferences with the particular user, and wherein said user interface includes one or more drop down menus usable to enter said plurality of user preferences.

28. (Original) The computer program product of claim 21, further comprising computer readable program code to populate said user interface with server data from said server over said data network, said server data to relate to said plurality of user preferences.

29. (Original) The computer program product of claim 28, further having:

computer readable program code to generate said non-broadcast content using said plurality of user preferences entered using said user interface;

computer readable program code to receive a request from said broadcast-based client-side device; and

computer readable program code to transmit said non-broadcast content to said broadcast-based client-side device in response to said request.

30. (Cancelled)